

## AMENDMENTS TO THE SPECIFICATION

Please amend paragraphs 0015 and 0085 as shown below:

[0015] In accordance with the present invention, a switchable medium for a visual display comprising an electric field activated bi-stable molecular system configured within an electric field generated by a pair of electrodes is provided. The molecular system has at least one rotor portion connected to at least one stator portions, wherein the rotor portion(s) rotates with respect to the stator portion(s) between at least two different states upon application of the electric field, thereby inducing a band gap change in the molecular system, wherein in a first state, there is substantial conjugation throughout the molecular system, resulting in a relatively smaller band gap, and wherein in a second state, the substantial conjugation is ~~destroyed~~ changed, resulting in a relatively larger band gap.

[0085] When the rotor(s) 632 and stator(s) 634 are all co-planar, the molecule is referred to as “more-conjugated”. Thus, the non-bonding electrons, or  $\pi$ -electrons, or  $\pi$ -electrons and non-bonding electrons of the molecule, are delocalized over a large portion of the molecule 630. This is referred to as a “red-shifted state” for the molecule, or “optical state I”. In the case where the rotor(s) 632 is(are) rotated out of conjugation with respect to the stator(s) 634, the conjugation of the molecule 630 is broken and the HOMO and LUMO are localized over smaller portions of the molecule, referred to as “less-conjugated”. This is a “blue-shifted state” of the molecule 630, or “optical state II”. Thus, the colorant molecule 630 is reversibly switchable between two different optical states. It will be appreciated that while 90° rotation of the rotor is depicted in FIG. 7c, for example, the rotation in fact may be any angle that ~~destroys~~ changes conjugation, as discussed above.